C1750-1

Status report on children's TV: Nobody loves it but the kids

Broadcasting Oct 29

The newsweekly of broadcasting and allied arts

Our 49th Year 1979

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NEWSPAPER

The Week in Brief

REBUKE ☐ The FCC staff report on children's TV is due tomorrow and it's expected to say that broadcasters have not fulfilled their obligations. **PAGE 27.**

REINS ON THE FTC ☐ The House this week will get around to debating a provision in a bill that would give either house of Congress the option to overrule any industrywide regulation adopted by the trade commission. **PAGE 27.**

SILVERMAN'S VISIONS ☐ The NBC president offers a look at the network's tomorrow that includes a forecast of TV supremacy in all dayparts by the end of 1980. **PAGE 31.**

SMPTE SETS RECORDS ☐ An all-time high attendance of 8,500 turns out in Los Angeles for five days of wide-ranging technical discussions and a look at the 167 exhibits. **PAGE 32.**

SHAMROCK SPREE ☐ Disney-owned newcomer to broadcasting offers to buy the 10-station radio group of San Juan Racing Association. **PAGE 29.**

THE WORLD OF CHILDREN'S TV ☐ This special report presents an overview of the controversial and complex subject that yearly occupies thousands of broadcast hours, involves hundreds of millions of dollars, and is of intense concern to broadcast executives and the public. First, a look at the TV networks—at the center of a storm—and the role they are playing. **PAGE 39.** Next, how syndicators and local stations are contributing. **PAGE 44.** Finally, an assessment of how critical advertising revenues are to the area of children's programing. **PAGE 52.**

SMALL TALK ☐ David Frost's conduct during Kissinger interview prompts NBC News president to say that Frost will never work again at that network. However, Small hopes John Chancellor will be around for some time. **PAGE 58.**

RUFFLED FEATHERS ☐ CBS News's action in canceling appearance of Saudi Arabian oil minister on *Face the Nation* draws charges of prejudice. **PAGE 60.**

NAMING THE JOHNS ☐ New York-owned WNYC-AM-TV creates stir by complying with mayor's request to broadcast names of convicted customers of prostitutes. **PAGE 62.**

ABC PROFITS JUMP ☐ Third quarter earnings are up 29% to $31.9 million on revenues of $468.6 million. **PAGE 63.**

TWO FOR THE ROAD AHEAD ☐ Top executives of Harte-Hanks and Knight-Ridder emphasize viewdata is a definite part of their companies' futures, predict sales sluggishness ahead. **PAGE 65.**

NEW RUNNER-UP ☐ Not surprisingly, the World Series helps ABC-TV take ratings honors for the week ended Oct. 21. But CBS-TV streaks into second place. **PAGE 67.**

SOMETHING NEW IN RADIO ☐ AM-FM program syndicators begin to put their new trade association together. **PAGE 69.**

LET THEM ARGUE ☐ The Federal Election Commission listens sympathetically to testimony of witnesses who urge steps to assure that there be no obstacles to broadcast debates. **PAGE 70.**

FTC OVERRULES AMA ☐ The trade commission tells the American Medical Association to lift its ban on advertising by physicians. However, the association will be allowed to offer guidelines. **PAGE 71.**

D IS FOR DARING ☐ Danny Arnold likes producers who aren't afraid of a challenge and who serve their programing with pizzazz. After all, it was those traits that Arnold exhibited on the way to the presidency of Four D Productions. **PAGE 87.**

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RADIO ONLY

Eastern Airlines □ Three-week corporate campaign begins Nov. 12 in 28 markets with spots in fringe and prime time. Agency: Young & Rubicam, New York. Target: men, 25-54.

U.S. Postal Service □ Four-week campaign for Priority Mail service begins Dec. 3 in Charlotte, N.C., Portland, Ore., and Indianapolis. Spots will run during morning and afternoon drive times. Agency: Young & Rubicam, New York. Target: men, 25-54; men, 35-64.

Friendly Ice Cream □ Four-week campaign for restaurant franchise begins in November in seven markets including Cleveland, Hartford, Conn., and Syracuse, N.Y. Agency: Quinn & Johnson, Boston. Target: adults 25-54.

Kraft □ Four-week campaign for Philadelphia whipped cream cheese and Linder's frozen bagels begins Nov. 26 in 19 markets including Milwaukee and Albany-Schenectady-Troy, N.Y. Agency: J. Walter Thompson, New York. Target: women, 25-54.

Feuer Foods □ Three-week campaign for Proteina wheat bread begins early November in 10 Texas markets including San Antonio, Dallas-Fort Worth, Houston and Abilene. Agency: KCB&N, Dallas. Target: women, 25-54.

J.M. Smucker □ Twenty-two-week campaign for fruit spreads begins Oct. 29 in about 40 markets including Boston, Providence, R.I., and Tampa, Fla., with spots running in morning drive and daytime. Agency: Wyse Advertising, New York. Target: women, 25-34.

Playboy Enterprises □ Two-week campaign for December issue of *Playboy* magazine begins Nov. 1 in San Diego, Atlanta, Seattle and Minneapolis. Spots will run during morning and afternoon drive times and on Saturdays. Agency: Scali, McCabe, Sloves, New York. Target: men, 18-49.

California Egg Marketing □ Twenty-week campaign begins April 7 in both Spanish and English in nine California markets including Bakersfield, Los Angeles, San Diego and San Francisco. Agency: Campbell-Mithun, Chicago. Target: adults, 18-34.

Alpine Electronics □ Two-to-four-week campaign begins Nov. 1 for stereo centers in approximately 150 markets. Agency: Grey Advertising, Los Angeles. Target: adults, 18-34.

Upjohn □ Fifty-two-week campaign for Lincomix 20 feed additive begins Jan. 7 in Minneapolis, Chicago, Decatur, Ill., Cedar Rapids and Des Moines, both Iowa, and St. Joseph, Mo. Spots will be placed during farm programing. Agency: William R. Biggs Associates, Kalamazoo, Michigan. Target: men, 18 plus.

OTG □ Six-week campaign for Milford tea begins Nov. 19 in Buffalo and Syracuse, both New York, and Wilkes Barre-Scranton, Pa. Agency: Stiefel/Raymond, New York. Target: women, 18-34; women, 18-49.

BAR reports television network sales as of Sept. 30

ABC $1,160,616,300 (36.3%) $1,058,656,700 (33.1%) $978,101,300 (30.6%)

Day parts	Total minutes week ended Sept. 30	Total dollars week ended Sept. 30	1979 total	1979 total dollars	1978 total dollars	% change from
Monday-Friday Sign-on-10 a.m.	177	$1,417,500	6,324	$46,683,700	$40,746,100	+14.5
Monday-Friday 10 a.m.-6 p.m.	1,049	18,073,900	39,516	679,762,000	623,875,300	+9.0
Saturday-Sunday Sign-on-6 p.m.	369	14,670,400	12,970	361,104,000	310,721,500	+16.2
Monday-Saturday 6 p.m.-7:30 p.m.	101	5,075,900	3,837	176,186,000	158,040,000	+11.4
Sunday 6 p.m.-7:30 p.m.	29	2,111,600	965	56,002,000	47,350,900	+18.3
Monday-Sunday 7:30 p.m.-11 p.m.	414	52,145,700	16,135	1,638,520,600	1,451,345,700	+12.9
Monday-Sunday 11 p.m.-Sign-off	230	7,477,200	9,199	239,116,000	199,243,700	+19.9
Total	2,369	$100,972,200	88,946	$3,197,374,300	$2,831,323,200	+12.9

Source: Broadcast Advertisers Reports

The broadcast event of a decade.

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ABC still a fiscal high-roller

Third-quarter earnings up 29%, revenues up 19%

"The last shall be first" found an application last week in the report of third-quarter revenues from the parents of the three TV networks; ABC's figures came out after those of its two principal competitors' [BROADCASTING, Oct. 22] but they show substantially better growth.

For the quarter ended Sept. 29, ABC's earnings from continuing operations jumped 29% on a continuing operations revenue climb of 19%. This year's third-quarter totals were $31.9 million in earnings, $468.6 million in revenues. Per-share earnings were reported as $1.14, compared with 89 cents a year earlier. ABC's net revenues for the 1978 quarter were $25.4 million, including the discontinued operations; this year's results were 26% over that total.

ABC's chairman, Leonard H. Goldenson, and president, Elton H. Rule, noted one dull spot in the otherwise bright picture of the company's activities that accompanied the quarterly report: ABC Radio profits were down, and the unit had only a slight revenue gain—due, they said, "to competitive pressures." However, ABC's TV network and stations operations both reported record revenue and profits for the quarter.

ABC Publishing, the officials said, had increased profits "on substantial revenue gains." This year's relative performance for the whole company in the three months was enhanced by 1978's losses in the period for ABC Records. That operation, as well as ABC Record and Tape Sales, which had nine-month losses last year, have been discontinued.

Nine-month figures reported by ABC were $114.4 million earnings from continuing operations on revenues of $1.4 billion. Those were increases of 31% and 13% over the 1978 nine months. Per-share earnings for the period were $4.08, up 30% from the year earlier.

Commenting on the results, Goldenson and Rule expressed confidence that "our basic businesses of broadcasting will continue the momentum evidenced during the first nine months of 1979." They expect "solid sales gains well into 1980" at the network level, and said their stations are also posting strong fourth-quarter sales. "This year will clearly be an excellent one for ABC," they concluded.

Good news for Warner

Except for its record business, communications conglomerate reports highest quarter figures

Records were being broken at Warner Communications Inc., although not in its recorded music division. That's the word on the third-quarter earnings of the entertainment and cable company. Income from continuing operations rose to $24,342,000 from $19,802,000, a 23% boost, while revenues went from $316,563,000 to $417,347,000, a 32% increase. Per-share earnings were up from 99 cents to $1.16.

Cable television revenues grew 21%, and operating income 39%, reaching $20.7 million and $3.3 million respectively. Regarding the announced purchase of 50% interest in these operations by American Express for $175 million (BROADCASTING, Sept. 17), the company said it expected that when consummated later this year the deal would result in a net after-tax gain in excess of $90 million.

Warner's filmed entertainment division had a record quarter, and the company claimed Warner Bros. worldwide film rentals for the nine months set an industry record. Television series sales posted a 60% revenue increase over the year earlier ($20.7 million versus $12.7 million), but the company provided no breakout of the profit contributions of the constituent parts of its filmed entertainment operations.

Toys and electronic games brought Warner 45% more in revenues in this year's third quarter than last year's, showing a 48% increase in operating income. Its Atari programable video game sold out all units, "with a substantial number remaining to be shipped in the fourth quarter."

The company's publishing and related distribution division showed "a substantial gain in operating income," which Warner tied to "Superman" royalties and Warner Books bestsellers.

The bad news, as for so many companies these days, came in the recorded music sector. With revenues ahead 21%, to $166 million, operating income dropped 17%, to $14 million.

For the nine months, income from continuing operations was up 35%, to $75,352,000, on a 37% revenue boost that yielded $1,238,918,000. Fully diluted per-share earnings were $3.66.

The company noted that its figures do not include its equity in the income of Garden State National Bank, carried as a discontinued operation because of Warner's announced intention to sell its investment there.

Week's worth of earnings reports from stocks on Broadcasting's index

		Current and change					Year earlier		
Company	Period Ended	Revenues	% Change	Net Income	% Change	Per Share	Revenues	Net Income	Per Share
Cablecom General	9 mo. 8/31	$27,681,045	+10.5	$3,771,142	+5.4	1.27	$25,039,061	$3,576,872	1.19
Comsat	9 mo. 9/30	193,168,000	+26.4	32,647,000	+33.5	4.08	152,720,000	24,454,000	3.06
Dun & Bradstreet	9 mo. 9/30	687,922,000	+24.2	65,866,000	+27.4	2.36	554,000,000	51,701,000	1.85
Eastman Kodak	36 wk. 9/9	5,441,162,000	+15.8	706,061,000	+23.6	4.38	4,695,548,000	570,860,000	3.54
Filmways	6 mo. 8/31	115,216,000	+54.4	5,250,000	+43.8	.97	74,582,000	3,649,000	.82
Gannett	9 mo. 9/10	769,451,000	+10.4	92,515,000	+19.7	2.59	696,410,000	77,225,000	2.19
Post Corp.	9 mo. 9/30	49,144,000	+25.8	2,566,000	- 9.0	1.41	39,052,000	2,850,000	1.58
Reeves Teletape	Year 6/30/79	30,502,000	+75.7	2,288,000	+190.7	1.01	17,355,000	787,000	.36
Media General	9 mo. 9/30	202,837,000	+14.6	17,969,000	+47.5	2.41	176,892,000	12,181,000	1.63
Multimedia	9 mo. 9/30	95,227,432	+20.4	13,138,925	+21.7	1.97	79,047,507	10,792,779	1.63
Scientific-Atlanta	3 mo. 9/30	39,471,000	+49.7	2,249,000	+54.3	.50	26,352,000	1,457,000	.38
Scripps-Howard	9 mo. 9/30	50,155,000	+8.4	10,863,000	+12.2	4.21	46,252,000	9,881,000	3.74
Storer Broadcasting	9 mo. 9/30	126,227,000	+20.0	19,077,000	+61.3	3.70	105,177,000	11,824,000	2.42
Time Inc.	9 mo. 9/30	1,787,105,000	+54.6	100,795,000	+13.6	3.61	1,155,615,000	88,650,000	4.10
Warner Communications	9 mo. 9/30	1,238,918,000	+36.9	75,352,000	+26.4	3.66	904,427,000	59,579,000	3.01

For the Record

As compiled by BROADCASTING based on filings, authorizations, petitions and other actions announced by the FCC during the period Oct. 15 through Oct. 19.

Abbreviations: ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. freq.—frequency. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. SL—studio location. SH—specified hours. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

Summary of broadcasting

FCC tabulations as of August 31

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4521	5	21	4547	86	4633
Commercial FM	3109	2	52	3163	142	3305
Educational FM	983	0	31	1014	76	1090
Total Radio	8613	7	104	8724	304	9028
Commercial TV						
VHF	514	1	2	517	8	525
UHF	218	0	2	220	60	280
Educational TV						
VHF	98	1	6	105	5	110
UHF	152	2	4	158	7	165
Total TV	982	4	14	1000	80	1080
FM Translators	273	0	0	273	117	390
TV Translators						
UHF	1186	0	0	1186	363	1549
VHF	2432	0	0	2432	219	2651

*Special temporary authorization **Includes off-air licenses

New Stations

FM applications

■ Yucca Valley, Calif.—Richard B. Orchard seeks 106.9 mhz, 50 kw, HAAT: 245 ft. Address: 1031 Genesta Ave., Northridge, Calif. 01325. Estimated construction cost $36,750; first quarter operating cost $10,380; revenue $132,500. Format: standard pops. Principal: Kenneth B. Orchard (100%) who is radio engineer for KHJ Radio, Hollywood Calif. He is sole owner of KUVQ(FM) Victorville, Calif. which is not yet on air (BPH10761) Ann. Oct. 11.

■ California, Mo.—Town and Country Communications Inc. seeks 94.3 mhz, 3.0 kw, HAAT: 300 ft. Address: 605 E. Woodland St. Springfield, Mo. 65807. Estimated construction cost $42,413; first year operating cost $2,000; revenue $15,000. Principals: Ray R. Rouse (26%); Susan K. Rouse (24%); Ernest B. DeCamp (26%); F. Lynn DeCamp (24%). Ray Rouse is engineer for ABC network; wife Susan is teacher; Ernest is news director KGBX Springfield Mo; wife Lyan is X-ray tech. Ray is owner of broadcast and sound equipment company. Ann. Oct. 11.

■ Ord, Neb.—KNLV Inc. seeks 103.9 mhz, 1.86 kw, HAAT: 179 ft. Address: 205 S. 16th Ord, Neb. 68862. Estimated construction cost $27,342; first year operating cost $9000; revenue $20,000. Format: C&W. Principals: Dean W. Misko and Lloyd D. Zikmund 50% each. Misko owns sporting goods store and Zikmund is farmer and County Executive Director within Conservation Service. Their broadcasting corp. owns KNLV-AM, Ord. No other broadcast interests. Ann. Oct. 2.

■ Pigeon Forge, Tenn.—Judith G. Hayes seeks 105.5 mhz, 3.0 kw, HAAT: 177 ft. Address: PO 249 Franklin Tenn. 37064. Estimated construction cost $13,000; first year operating cost $24,000; revenue $48,000. Format: C&W/pop. Principal: Judith G Hayes (100%) who is salesperson for WIZO-AM-FM, Franklin, Tenn. Her husband, James H. Hayes is 25% owner of WIZO-AM-FM and 25% owner of WAXO, Lewisburg, Tenn. She has no other broadcast interests. Ann. Oct. 2.

■ St. Marys, W. Va.—Seven Ranges Radio Co. seeks 101.7 mhz, 3 kw, HAAT: 114 (H) ft. Address: Box 338 Newport Pike, Newport, Ohio 45768. Estimated construction cost $48,372; first quarter operating cost $57,880; revenue $75,000. Format: CW/pop/gospel. Principals: Donally Robert Eddy and Thomas Phillip Taggart (50% each). Eddy is salesman for electronic supplies corp. and 33% owner of Muskingum Broadcasting Co., which is applicant for station in Zanesville, Ohio. Taggart is chief operator for WABJ and WQTE both Adrian Mich. and is also 33% owner of Muskingum Broadcasting Co. Ann. Oct. 11.

TV applications

■ Medford, Ore.—Medford Channel 12 Limited Partnership seeks ch. 12; ERP 119 kw vis., 19.1 kw aur., HAAT 2690 ft.; ant. height above ground 138 ft. Address: 328 Bohny Dr. Wyckoff, N.J. 07481. Estimated construction cost $2,445,800 first-quarter operating cost $386,000; revenue $1,445,000. Legal counsel Thomas L. Sieberi; consulting engineer William C King Jr. Principals: Wylie H. Whisonant, Jr. (87.5%), Channel 12 Associates (5%), Cornelius W. Jenkins (6.5%) and Larry D. Bennes 1%. Whisonant is account Vice president with American Express. Jenkins is dentist and Bennes is 100% owner of BenDel Broadcasting Corp. which has application pending for station in Muncie, Indiana. He also has interest in Pargo Broadcasting Corp., a CP applicant in Henderson, Nev. Ann. Oct. 12.

■ Medford, Ore.—Sunshine Television Inc. seeks ch. 12; ERP 190.5 kw vis., 19.1 kw aur., HAAT 2690 ft.; ant. height above ground 171 ft. Address: 801 N. Foothills Rd., Medford 97501. Estimated construction cost $2,064,800 first-year operating cost $767,958; revenue $1,752,000. Legal counsel: Lester W. Spillane; consulting engineer McClanathan and Associates. Principals: Owned equally by 10 stockholders of whom only Ronald H. Kramer has other current broadcast interests. He is Director of Broadcast Activities, KSOR Radio, the Southern Oregon State college station. The others are: Dunbar Carpenter (fruit grower); Kenyon Jones (cattle rancher), Nanette Holmes Tyson (homemaker); Benjamen Tyran (business consultant); R.J. Hogue (Vice chairman of timber company) John R. H. Holmes (president of direct marketing company), William M. Sammons (physician); Robertson E. Collins (part owner of loading service co.) and Ralph Thomsen (surgeon). Ann. Oct. 12.

AM actions

■ Willits, Calif.—Broadcast Bureau granted Redwood Empire Radio 1250 khz, 2.5 kw-D. Address: 565 Oak Knoll Rd., Ukiah, Calif. 95482. Estimated construction cost $87,738; first-year operating cost $59,470; revenue $85,000. Format: adult contemporary. Principals: Theodore S. Storck (51%) and Rod Pacini (49%). Storck is partner in Tehama County Radio, permittee of new FM at Red Bluff, Calif. He is also former licensee of KTCH-AM-FM Wayne, Neb. Pacini is former sales manager and assistant manager of KVKI(AM) Ukiah, Calif. (BP-781115AK). Action Oct. 2.

■ *Thief River Falls, Minn.—Broadcast Bureau granted Olmstead & Ives Broadcasting 1460 khz, 2.5 kw-D. P.O. address: 1107 Triangle Court, Princeton, Minn. 55371. Estimated construction cost $70,274; First-year operating cost $73,968; revenue $157,475. Format: country/standard pgs. Principals: Dale Roger Olmstead and Micahel J. Ives, each 50%. Olstead is salesman, announcer and engineer at KDLM(AM) Detroit Lakes, Minn., Ives is Minnesota businessman. Neither has broadcast holdings (BP781022AJ). Action Oct. 5.

■ Clarksville, Tenn.—Broadcast Bureau granted Two Rivers Broadcasting 1550 khz, 250 w-U, DA-2. P.O. address: Charles Anderson, J. Barry Williams, Clarksville. Estimated construction cost $30,950; first-year operating cost $54,469; revenue none given. Format: MOR. Principals: Charles M. Anderson and J. Barry Williams (50% each). Anderson is university professor and has majority interest in WKVE(AM) Cave City, Ky. with application for new AM in Murray, Ky. Williams owns 30% of WKVE (BP20,380). Action Oct. 5.

FM actions

■ *Haines, Alaska—Broadcast Bureau granted Lynn Canal Broadcasting 102.3 mhz, 3 kw, HAAT: −1220 ft. Address: P.O. Box 245, Haines 99827. Estimated construction costs $118,000; first year operating cost $142,200; revenue $13,000. Applicant is nonprofit corp.; Harold E. Hopper is president (BPED790123AG). Action Oct. 3.

■ Prescott, Ariz.—Broadcast Bureau granted Southwest FM Broadcasting Co. 103.9 mhz, 3 kw, HAAT: 300 ft. Address: P.O. Box 1631, Prescott 86302. Estimated construction cost $60,352; first-quarter operating cost $10,800 and revenue $9,000. Format: country. Principals: Lou Silverstein and his wife, Nancy (80% held jointly) and two others. Silversteins own KYCA(AM) Prescott, where he is manager and she is program director (BPH790316AF). Action Oct. 12.

■ *Hoopa, Calif.—Hoopa Valley Telecommunications Corp. seeks 91.3 mhz, 250 kw, HAAT: 1,556 ft. Address: P.O. Box 1220, Hoopa 95546. Estimated construction cost $253,231; first-quarter operating cost $22,500; revenue $154,162. Applicant is non-profit organization; Byron Nelson Jr. is chairman of the